

MLB

December 8, 1994

TO: ALL REGIONAL MANAGERS

RE: NSS COUNTER DISPLAYS - Test Items

The NSS counter displays noted in the following photographs were developed in response to field requests from geographic areas governed by Non-Self Service legislation. While these items are available for test purposes only, it is not the intent of RJR to drive NSS scenarios in package outlets where self-service displays have proven to provide us with the optimum method of consumer interaction.

The following displays will be available for order by January 9, 1995:

<u>Item Description</u>	<u>Item #</u>	<u>SKU Packing</u>	<u>Approx. Cost</u>	<u>Sales Area Allocation</u>
System III NSS Retrofit	478310	1	\$25.96	500
Two-Tray NSS Lit Counter Display	478301	1	\$44.84	1500

Since both items will be allocated at the Sales Area level and will not be available via open order, it is important that you communicate your needs to your Merchandising department contact (NESA - M. L. Buckler; SSA - T. J. Sullivan; WSA - R. B. Grout; MWSA - R. A. Pettorini).

The intended use of both units is to provide you the flexibility to maintain the RJR Full Price Display on the primary selling counter in areas in which self-service merchandising has been banned by local legislation. Retail contracts should reflect non-self-service payments in these situations.

The System III NSS Retrofit (Item #478310) is a clear acrylic shield that was developed to take advantage of System III components that are currently on location. In order to build the display as shown in the attached photo, the following components are necessary:

<u>Item Description</u>	<u>Item #</u>	<u># of SKU's</u>
System III NSS Retrofit	478310	1
Enhanced Lighted Top Sign	489070	1
40-Pack Tray	119894	2
Revised PCD Kit	193688	1
Loys w/connectors	123182	2
Enhanced 40-pack Tray Kit	463425	1

The overall dimensions of this display are: 22.75" H x 20" W x 10" D

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The Two-Tray NSS Lit Counter Display (Item #478301) is an actual NSS display that only requires top and bottom light treatments. The following components are necessary to build the display as shown in the enclosed picture:

<u>Item Description</u>	<u>Item #</u>	<u># of SKU's</u>
Two-Tray NSS Counter Display	478301	1
Enhanced Lighted Top Sign	489070	1
Enhanced 40-pack Tray Kit	483425	1

The approximate overall dimensions of this display are: 22" H x 20" W x 11" D

Since these items are in "test", please do not feel obligated to order them unless you have a specific retail situation which requires NSS. The Sales Area allocation will be an ample supply to support legislated NSS areas, but will not be adequate to accommodate a National pull.

Thank you for your cooperation in sharing this information with your team members on a need-to-know basis. Based on your feedback, we will pursue the feasibility of these units for future production.

R. J. REYNOLDS TOBACCO COMPANY

I-nsectr.doc
Attachment

bcc: G. T. Baroody, J. W. Best, P. J. Cundari, S. G. Hanes, D. L. Wilmesher, D. L. Borgardner,
J. E. Powers, C. M. Davis, S. R. Qualkinbush, B. E. Oringderff, R. B. Grout, M. L. Buckler,
T. J. Sullivan, R. A. Pattonini, A. H. Lewis

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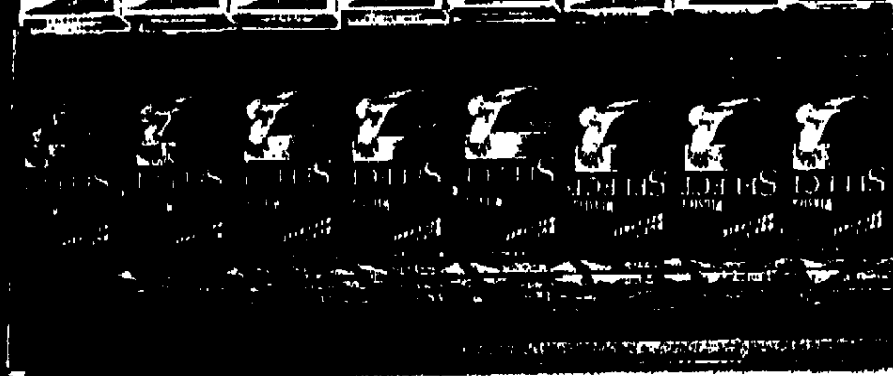
System III NSS Helio

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